

AGENDA
For
Government & Media
Perception & Reality Conference
http://www.fcn.gov/hughes_keynote-speaker.html

Oct. 26, 2006

Location: George Washington University's Cafritz Conference Center

8 a.m.: Registration/Exhibits Open
 Continental Breakfast

9 a.m.: Welcome: **Kathy Newcomer**, Director, School of Public Policy and
 Public Administration, George Washington University

Keynote Speaker: Karen Hughes, Under Secretary, Public Diplomacy
and Public Affairs, U.S. Department of State

Moderator: **Carol Harvey**, President, Harveydirect; Consultant, U.S.
Office of Personnel Management, Retired

10 – 10:30 a.m.: Nutrition Break/Exhibits

10:30 – 11:45 a.m.: **General Session:** Interactive Panel of Reporters and Government
Communicators to discuss media methods and trends.

Roxanne Russell, Assistant Professor, School for Media and Public
Affairs, George Washington University

Richard Wolf, Correspondent, USA Today

WTOP Radio on-air personality, to be determined

Moderator: Dann Stuart, Public Affairs Specialist, Farm Service Agency,
U.S. Department of Agriculture

11:45 a.m. – 1:15 p.m. **Lunch/Exhibits**

1:15 – 3:30 p.m. – Break Out Sessions, with break from 2:15 – 2:30 p.m.:

Two Hour sessions:

Whiz-Bang Communications Tools: Leveling the Playing Field for People with
Disabilities

Bruce McFarlane, Director, USDA Target Center
Annette Paz, Assistive Technology Specialist, USDA Target Center
Paul Singleton, Deaf Technology Specialist, DOD Computer
Accommodations Program

Don Barrett, Assistive Technology Specialist, U.S. Department of Education

Moderator: Denise Decker, Program Analyst, Natural Resources Conservation Service, U.S. Department of Agriculture

Getting Buy-in with Your Boss, Other Agencies and the Public: A Primer on Persuasive Presentations

Larry Tracy, author, *"The Shortcut to Persuasive Presentations"*

Moderator: Pat Wood, Director of Communications, Federal Consulting Group, U.S. Department of Treasury

Crisis Communication: Preparation, Execution and Recovery

Judy Tenney, Lead, NASA Strategy and Performance Team & Instructor, University of Maryland, Department of Communication

1:15 – 2:15 p.m. – One Hour Sessions

An Epidemic of Understanding: How Plain Language Is Making a Difference in the Lives of Citizens, the Work of Business, and Accomplishments for Federal Agencies

Thom Haller, Executive Director, Center for Plain Language

Serving Up Science for Mass Consumption: The Secrets of Successful Scientific and Technical Communications

Lily Whiteman, career coach and writer, U.S. Mint; author. *"Get Hired! How to Land the Ideal Federal Job and Negotiate a Top Salary"*

Showing Mission Achievement through Website Performance Measures: How to Simplify the Task and Help Web Managers Comply with Federal Regulations

Diane Milleville, Mathematical Statistician, Internal Revenue Service

Internal Communications Management

Jeff Brook, Government Printing Office

Building Good Media Relations: Tips & Advice from the Pros who Know How

Kara Flynn, Director of Communications, the Pew Initiative on Food and Biotechnology

Jerry Hagstrom, Reporter, Congress Daily/National Journal

Moderator: Marci Hilt, Communications Coordinator, USDA's Office of Communications

Beyond Mainstream Media: How to Successfully Reach Key Ethnic Markets

José Rodríguez, Senior Executive Vice President and COO, Comunicad and MAPA Communications, Inc.

Lon G. Walls, President and CEO, Walls Communications

Moderator: Raul Cisneros, Deputy Chief of Staff, U.S. Small Business Administration

Communications Skills for the 21st Century
W. Dees Stallings, PhD. Managing Director and CLO
HSW, LLC (www.highstakeswriting.com)

2;15 – 2:30 p.m. Nutrition Break/Exhibits

2:30 – 3:30 p.m – One Hour Sessions

New Media: How Blogs, Podcasts and Other Technological Advances Will Change
Government Communications
Moderator: Regina Downing, Public Affairs Specialist and OASIS
Editor, Social Security Administration

Principles of Plain Language
Pat Boyd, Regulatory Analyst, Federal Aviation Administration

Crisis Communications: The Next Katrina
Nicol Andrews, Deputy Director, USDA's Office of Communications
Moderator: Marci Hilt, Communications Coordinator, U.S.
Department of Agriculture's Office of Communications

The New Battleground in Government Communications: Shaping Relationships and
Opinions in the Digital Age.
Alan Minton, Director, The Track Center for Marketing Public
Programs - www.marketingpublicprograms.org
David Ehrlich, President, The Track Group - www.trackg.com

The 5 P's of Successful PSA Campaigns
Bill Goodwill, CEO, Goodwill Communications
Moderator: David Starck, External Communications Advisor, U.S.
Department of Treasury, Bureau of the Public Debt

Building Communications into Your Agency's Continuity of Operations Plan
James Onder, Ph.D., Communication Consultant

3:30 – 4 p.m.: Nutrition Break/Exhibits

4 p.m.: **Capstone Speaker:** Deborah Howell, Ombudsman, *The Washington Post*

5 p.m. Conference closes

Accessibility

If you need accommodations, please tell us what you need no later than Oct. 9. If you need a sign language interpreter, you must tell us by Oct. 9. Send an email to fcg@bpd.treas.gov to let us know what you need.